## WHAT IS CLAIMED IS:

- 1. A computer-based method for electronic communication of extended data attributes from machine-to-machine between consumer goods trading partners comprising:
- a) establishing a connection from a retailer's computer device to a software application program for defining extended data attributes;
- b) inputting user-defined extended data attributes for communication to trading partners; and
- c) outputting said extended data attributes as an XML-message to the desired supply side trading partner.
- 2. The method of claim 1 wherein said extended data attributes belong to product items.
- 3. The method of claim 1 wherein said extended data attributes belong to pricing of product items.
- 4. The method of claim 1 wherein said extended data attributes belong to trade promotions.
- 5. The method of claim 1 wherein database tables are established for definition of user-defined extended data attributes.
- 6. The method of claim 1 wherein said extended data attributes are input by authorized trading partner users as based on pre-determined security measures.
  - 7. The method of claim 1 wherein said connection is established to the Internet.
- 8. The method of claim 1 wherein said input of extended data attributes is provided through a graphical user interface or browser.
- 9. The method of claim 1 wherein said output is an XML-based message sent through the Internet to the specified trading partner.
- 10. The method of claim 1 wherein said output is provided on a graphical user Interface of the specified trading partner.
- 11. The method of claim 1 wherein said extended data attributes are integrated to the trading partners' respective ERP/legacy system.

- 12. A system for electronic-based, machine-to-machine communication of standardized transactions from one consumer goods trading partner to another wherein user-defined non-standardized extended data elements from the program application are transmitted as a matched set of machine-to-machine data to the basic data message.
- 13. The system of claim 12 wherein said transactions include non-standardized extended data elements specific to one or a plurality of retail trading partners.
- 14. A system of claim 12 wherein the non-standardized extended data belongs to transactions for product items.
- 15. A system of claim 12 wherein the non-standardized extended data belongs to transactions for item pricing.
- 16. A system of claim 12 wherein the non-standardized extended data belongs to transactions for item promotions.
- 17. The system of claim 12 wherein said communicated non-standardized transactions are XML-based messages.
- 18. The system of claim 12 wherein said transmittal is communicated through the Internet.
- 19. The system of claim 12 wherein said transmittal of non-standardized extended data messages is provided through a graphical user interface.
- 20. The system of claim 12 wherein the basic standardized data, extended non-standardized data messages are integrated to the designated trading partners ERP/legacy system on a machine-to-machine basis.